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Applicant has THREE MONTHS FROM THE "MAILING DATE" of th noted below. Failure to timely comply will result in ABANDONMENT THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.	is communication to file Γ of this application.	e a reply complying with the requirements
. A SUBSTITUTE OATH OR DECLARATION must be submitted INFORMAL PATENT APPLICATION (PTO-152) which gives re	. Note the attached EX ason(s) why the oath o	AMINER'S AMENDMENT or NOTICE OF or declaration is deficient.
. CORRECTED DRAWINGS (as "replacement sheets") must be	submitted.	
(a) including changes required by the Notice of Draftsperson's		w (PTO-948) attached
1) hereto or 2) to Paper No./Mail Date	·	,
(b) ☐ including changes required by the attached Examiner's Am Paper No./Mail Date	nendment / Comment o	or in the Office action of
Identifying indicia such as the application number (see 37 CFR 1.84(c each sheet. Replacement sheet(s) should be labeled as such in the he	e)) should be written on to eader according to 37 Cl	the drawings in the front (not the back) of FR 1.121(d).
 DEPOSIT OF and/or INFORMATION about the deposit o attached Examiner's comment regarding REQUIREMENT FOR 	f BIOLOGICAL MAT	ERIAL must be submitted. Note the
attachment(s) . ☑ Notice of References Cited (PTO-892)	5 Notice of Ir	nformal Patent Application
. ☐ Notice of Draftperson's Patent Drawing Review (PTO-948)		Summary (PTO-413),
☐ Information Disclosure Statements (PTO/SB/08),		/Mail Date s Amendment/Comment
Paper No./Mail Date 12/4/06	/. ☐ Examiners	s Amendment/Comment
. Examiner's Comment Regarding Requirement for Deposit of Biological Material	8. 🛛 Examiner's	Statement of Reasons for Allowance
	9.	<u>.</u> .

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DETAILED ACTION

Response to Amendments

Applicant's amendments/arguments filed on 2/2/07 have been carefully considered. all rejections made in the previous office have been overcome.

Terminal Disclaimer

The terminal disclaimer filed on 2/2/07 disclaiming the terminal portion of any patent granted on this application which would extend beyond the expiration date of Pat. No. 6,407,680 and 6,593,860 and 6,888,47, has been reviewed and is accepted. The terminal disclaimer has been recorded.

Specification

The lengthy specification has not been checked to the extent necessary to determine the presence of all possible minor errors. Applicant's cooperation is requested in correcting any errors of which applicant may become aware in the specification.

Allowable Subject Matter

Claims 1-24, 29-51, and 66-69 are allowable.

The following is an examiner's statement of reasons for allowance: Claim 1 is allowed over the prior art of record. The prior art of record, considered individually or in combination, fails to fairly teach or suggest claimed method comprising, among other limitations, a novel and unobvious limitation of "transcoding the media content to the destination type, thereby generating transcoded media content" structurally and

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functionally interconnected with other limitation as cited in the claim and dependent claims 2-11.

Claim 12 is allowed over the prior art of record. The prior art of record, considered individually or in combination, fails to fairly teach or suggest claimed method comprising, among other limitations, a novel and unobvious limitation of "inserting a clip or trailer or both into transcoded media content" structurally and functionally interconnected with other limitation as cited in the claim and dependent claims 13-24.

Claim 29 is allowed over the prior art of record. The prior art of record, considered individually or in combination, fails to fairly teach or suggest claimed method comprising, among other limitations, a novel and unobvious limitation of "automatic detecting one or more destination format criteria without end-user input" structurally and functionally interconnected with other limitation as cited in the claim and dependent claims 30-43.

Claim 44 is allowed over the prior art of record. The prior art of record, considered individually or in combination, fails to fairly teach or suggest claimed method comprising, among other limitations, a novel and unobvious limitation of "automatic detecting one or more destination format criteria without end-user input" structurally and functionally interconnected with other limitation as cited in the claim and dependent claims 45-51.

Claim 66 is allowed over the prior art of record. The prior art of record, considered individually or in combination, fails to fairly teach or suggest claimed method comprising, among other limitations, a novel and unobvious limitation of "transcoding"

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the media content to the destination type, thereby generating transcoded media content" structurally and functionally interconnected with other limitation as cited in the claim.

Claim 67 is allowed over the prior art of record. The prior art of record, considered individually or in combination, fails to fairly teach or suggest claimed method comprising, among other limitations, a novel and unobvious limitation of "transcoding the media content to the destination type, thereby generating transcoded media content" structurally and functionally interconnected with other limitation as cited in the claim.

Claim 68 is allowed over the prior art of record. The prior art of record, considered individually or in combination, fails to fairly teach or suggest claimed method comprising, among other limitations, a novel and unobvious limitation of "selecting and delivering a copy of one of said plurality of copies in response to each of said request according to bandwidth criteria selected by a transcoding service provider that also perform the media content transcoding operation" structurally and functionally interconnected with other limitation as cited in the claim.

Claim 69 is allowed over the prior art of record. The prior art of record, considered individually or in combination, fails to fairly teach or suggest claimed method comprising, among other limitations, a novel and unobvious limitation of "selecting and delivering a copy of one of said plurality of copies in response to each of said request according to bandwidth criteria selected by a transcoding service provider that also

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perform the media content transcoding operation" structurally and functionally interconnected with other limitation as cited in the claim.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Cited References

The prior art made of record and not replied upon is considered pertinent to application's disclosures. The cited references relate to instant application subject matters.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to LAM T. MAI whose telephone number is (571)272-1807.

The examiner can normally be reached on 5:30 am - 4:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Barnie Rexford can be reached on (571) 272-7492. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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Lam T. Mai

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